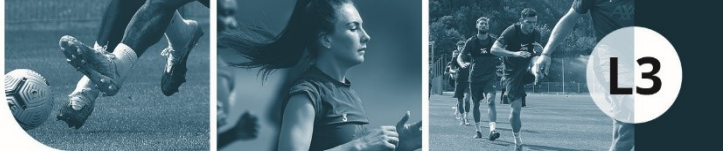
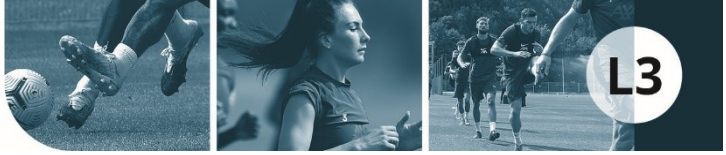


BTEC Assignment Brief

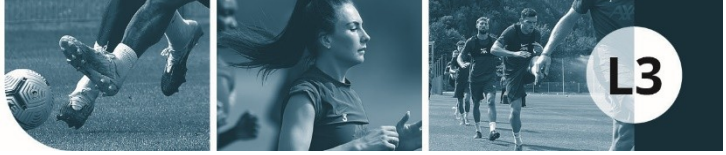
Qualification	Pearson BTEC International Level 3 Qualification in Sport.
Unit number and title	**Unit 10: Business and Technology in Personal Training**
Learning aims	Learning aim A - Investigate the use of business skills for personal training Learning aim B: Explore the use of technology for personal training
Assignment title	Understanding how to use appropriate systems to run a successful Personal Training business and how the influence of technology can impact this
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have been undertaking some volunteer experience alongside an experienced Personal Trainer. The Personal Trainer has been approached and asked to undertake a review of the systems that they currently use. The Personal Trainer feels that they could improve their Personal Training business by updating their systems and how the business is managed. The key area that they feel that they could further develop is the use of current and effective IT systems to develop the business and the impact technology will have on this. This will allow them to better understand the current systems available in the industry and your involvement will help prepare you for future business planning. You have been asked to support the Personal Trainer to produce a business plan, market research plan and a research plan into how different types of technology can be used by clients and the Personal Trainer to motivate and support the training experience.

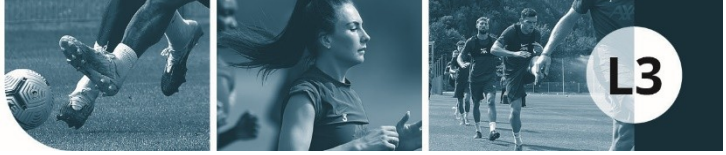
Task 1	The first task you have been asked by the Personal Trainer (PT) to complete is to carry out market research as part of a business plan and produce a review of how a personal training business uses IT to manage and support their clients. **Within the report you must consider:** • record keeping (online data and client GDPR) • sales and invoicing (methods of payment, invoicing and managing clients) • class scheduling (online booking services) • retention levels (key performance indicators)



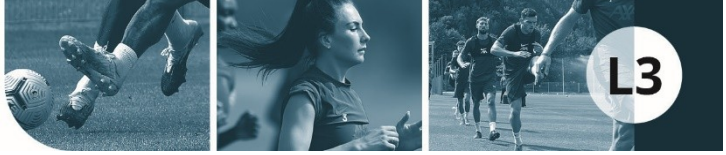
	• session reminders (text service, social media messaging) • analysis and interpretation of data (consider client health and fitness data) • client motivation (technology clients may use during sessions, for example, smart watch) Within the report, for each area, you must explain how an effective personal training business would utilise such technologies to support clients. Giving examples of such technologies and how they would benefit clients in your report will help you to explain.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
A.P1	Explain how a personal trainer could use IT to support and manage their clients.
Checklist of evidence required	Business plan (Market research)
Task 2	Following the completion of the market research you have been asked to create a business plan that you could pursue should you open your own personal training business. This will be used as an example to show the PT how you would present such a plan. You must present your business idea to the PT, including additional documents such as a cash flow forecast. You have been asked by the PT to present the business plan as a PowerPoint. **You must include the following within the business plan:** • business rationale and idea (give reasons why the business is being set up) • business goals • business targets • business objectives • key performance indicators (how you will measure success) • target market • client facing product and services (what services will you offer?) • sales and how to grow a client base • activity to support business objectives and growth • unique selling point (USP) o cash flow. **How you will review business delivery and effectiveness:** • SWOT analysis • financial assessment • staff satisfaction surveys • client satisfaction surveys • client retention **How you will create, maintain and monitor financial data:**



	• Budgeting: cashflow forecast (consider profit and loss, income tax, VAT, national insurance, national insurance, business insurance) • Financial reporting • Self-employed and employed UK requirements. • Pricing (discounting, individual session prices, group offers, seasonal pricing, loyalty offers, competitor pricing) • Importance of keeping accurate records (legal requirements, sales, payment of tax, purchasing and ordering records) • Interpretation and analysis of financial data to promote business growth. For each area you must aim to give as detailed as possible and justify how what you have presented will ensure that your business will be successful. During the presentation your tutor will question you in some areas so be prepared to answer questions. The use of images and relevant videos will improve the quality of your presentation.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
A.P2	Produce a straightforward personal training business plan, including a financial forecast using a range of IT.
A.M1	Produce a detailed personal training business plan, including a detailed financial forecast using IT.
A.D1	Produce a comprehensive personal training business and marketing plan using IT, justifying how each aspect of the plan will support business success.
Checklist of evidence required	Business plan Other relevant documentation
Task 3	The PT has asked that you also undertake some research into another local Personal Training business, you should carry out research on how they use marketing tactics, strategies and research to retain and attract new clients. Once you have completed this research the PT has asked that you present this in the form of a report outlining what you would consider to be effective marketing methods. You should ensure that you report explains the different methods used for the selected business and that you also analyse the use of each of the tactics. **You must conduct research in the following areas:** • Marketing and sales tactics: (product – unique selling point, product/equipment and types of exercise options, age range, price – including pricing strategies, refer a friend, block booking discounts, promotion – the promotional mix, including the use of digital promotion, social media, target market, brand image, place – personal training locations, customer trends and preferences. • Marketing and sales strategies (online presence, e.g. social media pages, website), Stationary (flyers, leaflets, business cards), word of mouth promotion, self-branded clothing to promote business, local media



	• Market research (public questionnaires and interviews, online questionnaires, SWOT analysis, local areas analysis opportunities and competition) Following your research task, you now should **produce** a marketing plan for the personal training business for the local Personal Training business. **Within the marketing plan, the PT has asked that you include:** • Business aim • Target market • Services • Marketing and promotional strategies • Identification of the competition • Marketing goals (number of new clients, income) • Methods to review results.
Checklist of evidence required	Written Report Marketing plan Other relevant documentation
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
A.P3.	Explain how marketing tactics, strategies and research are used to market a personal training business in a local area.
A.P4	Produce a marketing plan for a personal training business in a local area.
A.M2	Analyse how marketing tactics, strategies and research are used to produce an effective marketing plan for a personal training business.
Task 4	The PT has asked that you produce a sales brochure which he would like to use himself, that **explains** how training technology helps to provide data to motivate clients to increase and maintain fitness levels. The PT has asked that you include the following products and services within your sales brochure: • Pedometers apps (MyFitnessPal, Apple® health app, pedometer watches, smart watches, mobile pedometer) • Heart-rate monitors (smart and fitness watches, chest heart rate monitor) • Video games/simulations (Nintendo® Wii Fit TM, interactive stationary bike, peloton) • Mobile phone applications (heart rate and calorie trackers) • Online fitness classes (interactive spinning classes, online classes (The Body Coach, SWEAT OnDemand, YouTube) Producing online personal training (tutorials, exercise videos, nutritional advice, online direct contact, online challenges) For each area you must consider how a personal training business would utilise the products and services to benefit clients and enhance their experience and motivate clients.



Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
B.P5	Explain how the use of fitness and training technology provides data to motivate clients to increase and maintain fitness levels.
Checklist of evidence required	Business plan
Task 5	To conclude the review for the PT you have been asked to produce a business plan for the PT that details how technology is used to produce data and how this data could then utilised to increase and maintain fitness levels. Having completed market research, you must **explain** how the following factors can influence this: • Comparing fitness data from clients against expected results/health ranges (normative data tables accessible online, calorie consumption calculator, BMI calculator) • Using data to make judgements and suggesting improvements (to increase activity levels, focus on specific components of fitness) For each area you must consider how a personal training business would utilise the products and services to benefit clients and enhance their experience and motivate clients. a) In the second part of your report you must now **analyse** and **evaluate** how the use of the range of technological services and products can impact the participation levels and motivation for a range different client with a range of different needs. Within this you should look at clients with different needs, examples could be elderly clients or working professionals who have very little time to exercise.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
B.P6	Explain how the use of fitness and training technology provides data to support personal trainers to motivate clients and improve their fitness.
B.M3	Analyse the use of fitness and training technology to motivate regular participation in exercise for clients with different needs.
B.D2	Evaluate how the impact of advances in fitness and training technology helps to motivate clients to improve their regular participation in exercise.
Checklist of evidence required	Business plan